

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
February 12, 2015
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:50 AM.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Dull
Committee Member Borg-Leon

Staff:

David Kleitsch, Economic Development Director

Committee Members absent:

Committee Member Spain
Committee Member Klein
Committee Member Mueller

Guests:

Nancy Finch, TAC Applicant
Schrader Shrestha, TAC Applicant

Director Kleitsch acknowledged the meeting guests as applicants for TAC membership. Both guests introduced themselves.

30. Approval of Minutes

30.1 Minutes of June 12, 2014

Committee Member Dull moved to approve the minutes of June 12, 2014, Committee Member Borg-Leon seconded the motion. The motion passed unanimously.

30.2 Minutes of September 11, 2014

Committee Member Borg-Leon moved to approve the minutes of September 11, 2014, Committee Member Dull seconded the motion. The motion passed unanimously.

40. Written Communications

Communication was provided to the Committee from the Mayor that offered greetings for the New Year, appreciation for their service; and their participation in 2015 and beyond.

50. Public Comments

None

60. Reports from Committee Members

Committee Member Dull reported on the status of the bond refunding for the Lynnwood Public Facilities District. The PFD may refund the bonds pursuant to the interlocal agreements for the capital debt structure of the

project. Committee Member Dull provided an explanation of the original financing agreements and bond funding. He stated that the City of Lynnwood has previously taken action authorizing the proposed refunding; and Snohomish County has also approved the refunding request. Interest savings anticipated from the refunding will be used to enhance the PFD property over the next 3 to 4 years.

Committee Member Dull also reported that there will be an event on April 30, 2015 to commemorate the 10 year anniversary of the Lynnwood Convention Center opening. He also invited the Committee members and guests to attend an Artist Reception to be held February 12, 2015 at the Lynnwood Convention Center.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Lodging Metrics Annual Summary

Director Kleitsch presented the Lodging Metrics Annual Summary to the Committee. For 2014, all lodging metrics have continued to improve: Occupancy up 2.6%; Average Daily Rate (ADR) up 8.2%; and Revenue Per Available Room (RevPAR) up 11.2%. ADR and RevPAR are now above their pre-recession peaks; with Occupancy continuing to increase to 2006 peak. The Committee discussed reasons for the growth trends, including: Boeing and the aerospace industry; the relative cost of Seattle rates; conferences at the Lynnwood Convention Center, and the City's tourism marketing program.

Director Kleitsch provided an overview of the lodging tax revenues: For 2014, lodging tax revenues increased by 11% for a total of \$709,627. This is the highest level ever collected for the lodging tax fund.

80.2 Director's Report

Director Kleitsch reported that Mary Monroe had attended NTA, and was currently at the Go West Summit. Both events were undertaken with the Snohomish County Tourism Bureau. Attendance at these events serves to market Lynnwood for group tour operators. The Committee agreed that marketing to this sector helps diversify demand for Lynnwood lodging.

Director Kleitsch informed the Committee that they will be provided with training on the rules for open public meetings. The training will be arranged for an upcoming TAC meeting.

Director Kleitsch informed the Committee that a meeting is being tentatively scheduled for all City boards, commissions, and committees to provide information on various activities undertaken by Lynnwood. Of particular focus would be economic development and branding; and opportunities for engagement and collaboration between the Committees. The meeting is tentatively scheduled for May 13 from 6 - 8 pm. Further information will be provided as it becomes available.

90. General Discussion

None

100. Adjournment

Committee Member Borg-Leon moved to adjourn the meeting. Committee Member Dull seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:47 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for March 12, 2015.